

In the Claims:

1. (currently amended) A method for implementing a telecommunications initiated data fulfillment system service comprising the steps of:

at a telecommunications switch that is enabled to recognize a multi-function trigger, receiving a communication comprising an input sequence including a multi-function key sequence from a telecommunications device from a telecommunications device that has not been preprogrammed to implement the data fulfillment service, the communication comprising an input sequence including a multi-function trigger, and at the telecommunications switch:

recognizing the multi-function key sequence as a trigger code;
identifying an identification code associated with the telecommunication device;
looking up a pre-defined data address associated with the input sequence, the identification code, or a combination of the input sequence and the identification code;
assembling a data message associated with the input sequence, the identification code, or a combination of the input sequence and the identification code;
transmitting the data message to the data address; and
implementing a response action in response to the data message.

2. (original) The method of claim 1, further comprising the steps of:
using the identification code to identify an account associated with the telecommunications device; and

charging a cost associated with the data message to the account associated with the telecommunications device.

3. (original) The method of claim 2, further comprising the step of activating a vending device in response to the data message.

4. (original) The method of claim 3, wherein the step of activating the vending device further comprises the steps of:

identifying a product code from a predefined set of digits in the input sequence;
and
activating the vending device to deliver a product associated with the product code in response to the data message.

5. (currently amended) The method of claim 3, further comprising the steps of:
looking up a pre-defined personal identification number associated with the telecommunications device or the user;

identifying a PIN-sequence from a predefined set of digits in the input sequence;
and
comparing the personal identification number to the PIN-sequence.

6. (original) The method of claim 1, further comprising the steps of:
delivering an audio or data response to the telecommunications device; and
discontinuing the communication.

7. (original) The method of claim 1, wherein:
the input sequence comprises a directory number associated with an Internet site; and

responding to the data message by initiating an Internet session between the telecommunications device and the Internet site.

8. (original) The method of claim 7, further comprising the step of forwarding the communication to a platform operated by an Internet service provider.

9. (original) The method of claim 1, further comprising the steps of:
receiving location data associated with the telecommunications device; and
customizing an action taken in response to the data message based on the location data.

10. (currently amended) The method of claim 1, further comprising the steps of:
looking up customer profile data corresponding to the input sequence, the
identification code, or a combination of the input sequence and the identification code
~~associated with the telecommunications device~~; and
wherein the pre-defined data address comprises a user-defined portion of the
customer profile data.

11. (original) The method of claim 1, further comprising the steps of:
detecting that the telecommunications device does not correspond to a
subscriber of the telecommunications initiated data fulfillment service; and
automatically linking the telecommunications device to a platform configured to
register the user of the telecommunications device as a subscriber of the
telecommunications initiated data fulfillment service.

12. (original) The method of claim 1, wherein:
the pre-defined data address is retrieved from a home location register
associated with a mobile telephone; and
the data message is delivered to the data address through a signaling system
message.

13. (original) The method of claim 1, wherein:
the identification code associated with the telecommunication device is extracted
from a call detail record created by a telecommunications switch receiving the
communication; and
the pre-defined data address is retrieved from a proprietary database maintained
by a provider of the telecommunications initiated data fulfillment service.

14. (original) The method of claim 1, further comprising the step of responding
to the data message by transmitting a control signal to operate a remote device.

15. (original) The method of claim 1, wherein the input sequence comprises a displayed item code associated with a product or service offered for sale, further comprising the steps of responding to the data message by:

looking up an e-mail address associated with the telecommunications device;
and

responding to the data message by transmitting an electronic message including promotional information concerning the product or service offered for sale to the address associated with the telecommunications device.

16. (currently amended) The method of claim 1, wherein:

~~a telecommunications switch receives the communication from the telecommunications device;~~

the telecommunications switch creates the data message;

the data message includes the input sequence and a directory number associated with the telecommunications device;

the telecommunications switch transmits the data message to a data fulfillment platform; and

the data fulfillment platform responds to the data message.

17. (original) The method of claim 16, wherein the data message comprises information derived from a call detail record.

18. (original) The method of claim 16, wherein the data message comprises information derived from an in-process call detail record.

19. (currently amended) The method of claim 16, wherein the telecommunications switch transmits the data message as a signaling system message.

20. (canceled) .

21. (currently amended) A method for implementing a telecommunications initiated data fulfillment service comprising the steps of:

~~entering an input sequence~~ an input sequence comprising a multi-function trigger
into a telecommunications device that has not been preprogrammed to implement the
data fulfillment service, the multi-function trigger comprising at least a portion of a
communication with a telecommunications switch that is enabled to recognize the multi-
function trigger; ~~including a multi-function key trigger sequence using a~~
~~telecommunications device;~~

~~receiving a~~ the communication at the telecommunications switch, ~~comprising the~~
~~input sequence at a telecommunications switch~~ and at the switch:

recognizing the multi-function ~~key sequence as a~~ trigger code,

holding the communication,

looking up an instruction set identified by the input sequence,

delivering an audio or data message to the telecommunications device,

discontinuing the communication,

identifying an identification code associated with the telecommunications

device,

assembling a data message comprising the input sequence and the
identification code, and

transmitting the data message; and

receiving the data message at a data fulfillment center, and at the data fulfillment
center; and

implementing the response action.

22. (original) The method of claim 21, wherein the message is a call detail
record, further comprising the steps of:

transmitting the call detail record from the switch to a mediation device;

extracting the call detail record from the mediation device; and

delivering the call detail record to the data fulfillment center.

23. (original) The method of claim 21, wherein the data message comprises information derived from an in-process call detail record, further comprising the steps of:

- creating the in-process call detail record at the switch;
- extracting information from the call detail record from the switch; and
- delivering the information extracted from the call detail record to the data fulfillment center.

24. (original) The method of claim 21, wherein:

- the input sequence comprises a directory number associated with an Internet site; and

- the response action comprises initiating an Internet session between the telecommunications device and the Internet site.

25. (original) The method of claim 21, wherein:

- the input sequence comprises a displayed item code associated with a product or service offered for sale; and

- the response action comprises transmitting an electronic mail message including promotional information concerning the product or service offered for sale.

26. (original) The method of claim 21, further comprising the steps of:

- using the identification code to identify an account associated with the telecommunications device; and

- charging a cost associated with the data message to the account associated with the telecommunications device.

27. (original) The method of claim 21, further comprising the steps of:

- receiving location data associated with the telecommunications device; and
- customizing the response action in response to the data message based on the location data.

28. (original) The method of claim 21, further comprising the steps of:
looking up customer profile data corresponding to the identification code
associated with the telecommunications device; and
wherein the pre-defined data address comprises a user-defined portion of the
customer profile data.

29. (original) The method of claim 21, further comprising the steps of:
detecting that the telecommunications device does not correspond to a
subscriber of the telecommunications initiated data fulfillment service; and
automatically linking the telecommunications device to a platform configured to
register the user of the telecommunications device as a subscriber of the
telecommunications initiated data fulfillment service.

30. (original) The method of claim 29, wherein the response action comprises
the step of transmitting a control signal to operate a remote device.

31. (canceled)

32. (new) A system for implementing a data fulfillment service comprising a telecommunications switch that is configured to:

receive a communication from a telecommunications device that has not been preprogrammed to implement the data fulfillment service, the communication comprising an input sequence including a multi-function trigger;

recognize the multi-function trigger;

identify an identification code associated with the telecommunication device;

look up a pre-defined data address associated with the input sequence, the identification code, or a combination of the input sequence and the identification code;

assemble a data message associated with the input sequence, the identification code, or a combination of the input sequence and the identification code; and

transmit the data message to the data address.

33. (new) The system of claim 32, further comprising a data fulfillment platform configured to implement a response action in response to the data message received from the telecommunications switch.

34. (new) The system of claim 33, wherein the data fulfillment platform uses the identification code to identify an account associated with the telecommunications device, and charges a cost associated with the data message to the account associated with the telecommunications device.

35. (new) The system of claim 34, wherein the data fulfillment activates a vending device in response to the data message.

36. (new) The system of claim 35, wherein the data fulfillment platform identifies a product code from a predefined set of digits in the input sequence; and activates the vending device to deliver a product associated with the product code in response to the data message.

37. (new) The system of claim 33, wherein the data fulfillment platform looks up a pre-defined personal identification number associated with the telecommunications device or the user, identifies a PIN-sequence from a predefined set of digits in the input sequence, and compares the personal identification number to the PIN-sequence.

38. (new) The system of claim 33, wherein the data fulfillment platform delivers an audio or data response to the telecommunications device, and then discontinues the communication.

39. (new) The system of claim 33, wherein the input sequence comprises a directory number associated with an Internet site, and the data fulfillment center responds to the data message by initiating an Internet session between the telecommunications device and the Internet site.

40. (new) The system of claim 32, wherein the telecommunications switch forwards the communication to a platform operated by an Internet service provider.

41. (new) The system of claim 33, wherein the data fulfillment platform receives location data associated with the telecommunications device, and customizes an action taken in response to the data message based on the location data.

42. (new) The system of claim 33, wherein the data fulfillment platform looks up customer profile data corresponding to the input sequence, the identification code, or a combination of the input sequence and the identification code; and the pre-defined data address comprises a user-defined portion of the customer profile data.

43. (new) The system of claim 33, wherein the telecommunications switch or the data fulfillment platform detects that the telecommunications device does not correspond to a subscriber of the telecommunications initiated data fulfillment service and automatically links the telecommunications device to a platform configured to register the user of the telecommunications device as a subscriber of the telecommunications initiated data fulfillment service.

44. (new) The system of claim 32, wherein the pre-defined data address is retrieved from a home location register associated with a mobile telephone, and the data message is delivered to the data address through a signaling system message.

45. (new) The system of claim 33, wherein the identification code associated with the telecommunication device is extracted from a call detail record created by a telecommunications switch receiving the communication, and the pre-defined data address is retrieved from a proprietary database maintained by a provider of the telecommunications initiated data fulfillment service.

46. (new) The system of claim 33, wherein the data fulfillment platform responds to the data message by transmitting a control signal to operate a remote device.

47. (new) The system of claim 33, wherein the input sequence comprises a displayed item code associated with a product or service offered for sale, and the data fulfillment platform looks up an e-mail address associated with the telecommunications device and transmits an electronic message including promotional information concerning the product or service offered for sale to the address associated with the telecommunications device.

48. (new) The system of claim 33, wherein:
the telecommunications switch creates the data message;
the data message includes the input sequence and a directory number associated with the telecommunications device;
the telecommunications switch transmits the data message to a data fulfillment platform; and
the data fulfillment platform responds to the data message.

49. (new) The system of claim 32, wherein the data message comprises information obtained from a call detail record.

50. (new) The system of claim 32, wherein the data message comprises information obtained from an in-process call detail record.

51. (new) The system of claim 32, wherein the telecommunications switch transmits the data message as a signaling system message.

Respectfully submitted,



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